



May 29, 2026

DISTRICT OF PARRY SOUND

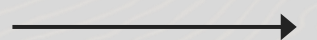
MUNICIPAL ASSOCIATION



TOURISM IS CHANGING - AND SO IS OUR ROLE



Explorers' Edge is working with communities to turn tourism into stronger local economies, better visitor movement, meaningful partnerships, and more value left behind across the District of Parry Sound.



We acknowledge that the region we call “the Great Canadian wilderness just north of Toronto” is founded on the traditional lands and waterways of the Anishinabek, Algonquin, Mohawk and Métis peoples, and is part of the Robinson Huron (1850) and Williams (1923) Treaties territory, and the unceded territory of the Algonquins of Ontario.

We further acknowledge that as Canadians, we are all treaty people.

Explorers’ Edge staff are committed to the ongoing truth and reconciliation process, including economic reconciliation through tourism development, and we will work diligently to listen, to learn, to take action, and to be respectful towards all First Nations, Métis and Inuit peoples.





Start of the Presentation

Why This Matters to Municipalities

- Visitor spending supports local businesses and jobs.
- Events, trails, downtowns, waterfronts and cultural assets shape community identity.
- Visitor movement affects roads, parking, signage, safety and services.
- Tourism can support youth employment, entrepreneurship and newcomer attraction.
- Better tourism data can help municipalities make better decisions.



Who are we ... Explorers' Edge

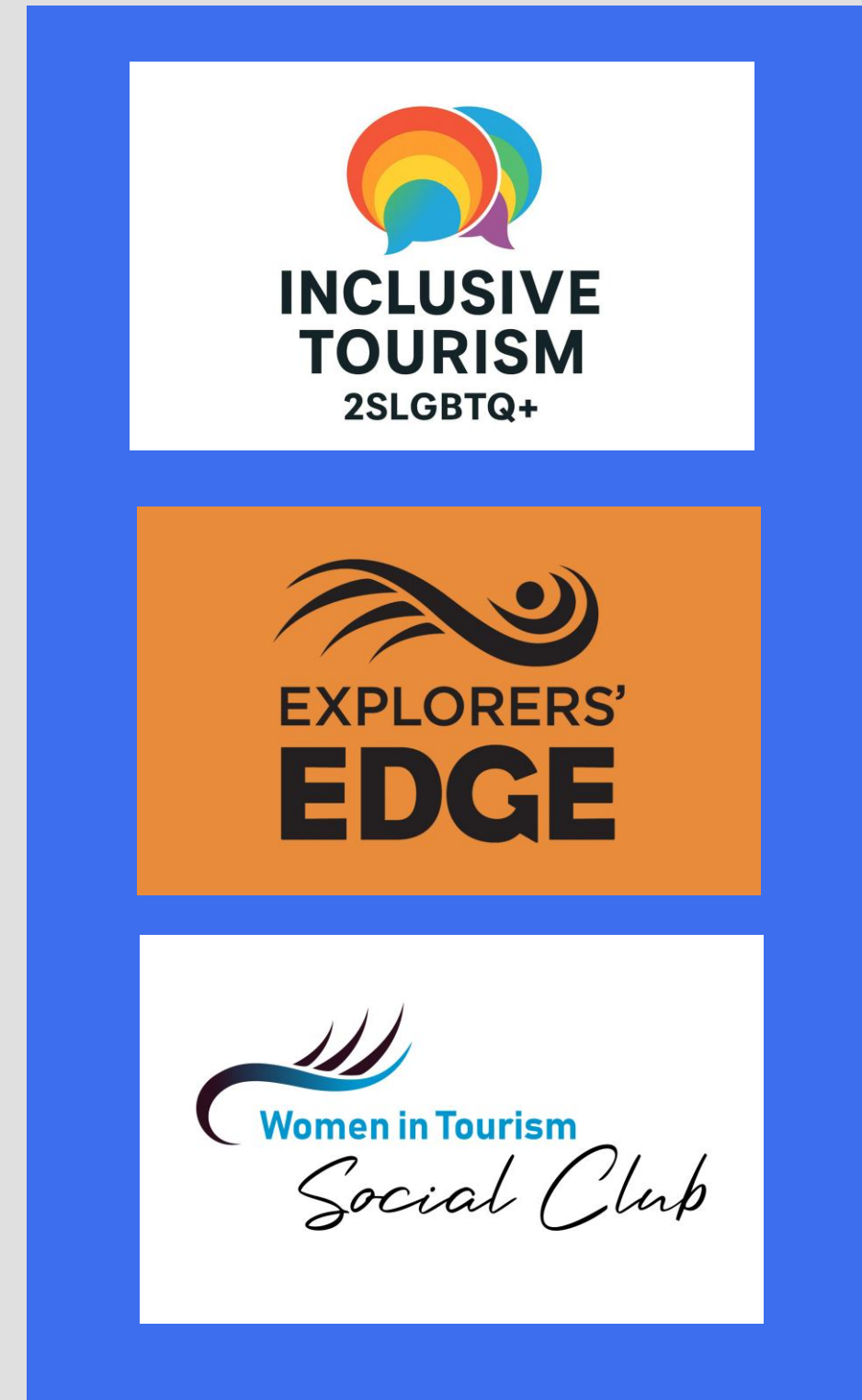
- Regional tourism development organization
- Consumer brand: The Great Canadian Wilderness
- Supports marketing, partnerships, workforce, product development and investment attraction
- Increasing focus on bookable experiences and visitor intelligence
- Working to move from awareness to measurable economic impact

EXPLORERS' EDGE



From Marketing to Regenerative Destination Development

- Promote the region, but also build capacity
- Support operators and communities
- Strengthen shoulder-season and year-round visitation
- Use data to guide decisions
- Support responsible, inclusive and community-benefit tourism



Creating Positive Impact

Practical learning and shared inspiration for tourism with positive impact.

Join an interactive learning and collaboration series designed for tourism professionals ready to make a difference. Each session blends expert insights with participant-driven discussion, offering practical ideas, inspiring stories, and actionable steps. You'll connect with peers, explore what's possible for your business and community, and help shape future topics — creating a learning experience that evolves with the needs and interests of the group.

Potential topics include: creating a sustainability action plan, employee and guest engagement, community support, local procurement, cultural heritage, energy conservation, measurement and storytelling.



FIRST SESSION:
Wednesday, November 26, 2025
10:00 a.m. (via Zoom) for approx. 75 mins
→ Register at: <https://explorersedge.ca/category/events/>

In this session, we'll explore:

- What does "positive impact" in tourism truly mean?
- Greenwashing, green hushing, and measuring actions
- Your interests, priorities, and goals for the series.
- Three actionable takeaways you can implement in the next two months.

EXPLORERS' EDGE

Sustainability



Positive Impact Spotlight: Muskoka Discovery Centre

The Muskoka Discovery Centre in Gravenhurst aims to provide visitors with an immersive experience that inspires curiosity and feeds the imagination of guests of all ages. They do all of this through the lens of making a positive impact on their community.

[READ MORE](#)



Positive Impact Spotlight: Voyageur Quest

Voyageur Quest designs and operates authentic, inspiring and unforgettable Algonquin Park Adventures. It specializes in canoe trips, lodge-based adventures, and private cottage rentals. It specializes in natural connections with green spaces and people and celebrates being active in the great outdoors.

[READ MORE](#)



Positive Impact Spotlight: Muskoka BeerSpa & Clear Lake Brewing Co.

The Positive Impact Spotlight is a new series featuring tourism businesses across this region that are doing good...

[READ MORE](#)

Building Bookable Experiences

- Experiences, itineraries and packages
- Trails, waterways, downtowns, events and cultural assets
- Partnerships with operators, accommodators and communities
- Shoulder-season and overnight opportunities
- Connecting local assets into regional stories

Gravenhurst: Two Histories, One Day

ADULT
\$88

BOOK NOW

May 17 – June 14, 2026

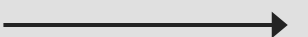


10,000 years of Indigenous presence, the arrival of settlers, and the figures who shaped the region's identity. A place you thought you knew, seen differently.

Your morning starts at Parks Canada's Bethune Memorial House with a group guided tour through the birthplace of Dr. Norman Bethune. Your afternoon continues at the Muskoka Discovery Centre with a Knowledge Keeper-led journey through Misko-Aki: Confluence of Cultures. Two guided experiences. One full day. Full admission to both sites included.

Book your Adventure

BOOK NOW >





Transportation and Visitor Movement

- FlixBus and other transportation-linked opportunities
- Hotel hubs and visitor arrival points
- Safe, organized movement into communities
- Packages that connect transportation with overnight stays and local experiences
- Opportunity to support regional dispersal from larger markets

FLIXBUS

One Way Round Trip

From To

Departure Return Passengers / Bikes

Sun, Jun 7 **Mon, Jun 8** Tue, Jun 9

Outbound trip

4 results

| | | | |
|-----------------------------------------------------------------------|----------|----------------------------------------------------|---------------------------|
| 08:30 a.m. Toronto (Union Station Bus Terminal) | 3:15 hrs | 11:45 a.m. Parry Sound Municipal Airport | \$36^{.98} |
| <input type="text" value="Bus Direct"/> <input type="text" value=""/> | | | LOWEST PRICE |
| <input type="button" value="Continue"/> | | | |

| | | | |
|-----------------------------------------------------------------------|----------|---------------------------------------------|---------------------------|
| 08:30 a.m. Toronto (Union Station Bus Terminal) | 3:30 hrs | 12:00 p.m. Parry Sound (Bowes St) | \$36^{.98} |
| <input type="text" value="Bus Direct"/> <input type="text" value=""/> | | | LOWEST PRICE |
| <input type="button" value="Continue"/> | | | |



Visitor Intelligence and Municipal Decision-Making

- Visitor exit surveys
- Geofencing and movement data
- Accommodation and occupancy insights
- Website and package conversion data
- Community and operator feedback

Please Take Our Visitor Survey!

Thank you for visiting Parry Sound & Area. The Chamber of Commerce invites you to give feedback about your stay in a quick survey so we can ensure visitors to the region enjoy their getaways here. Complete the survey and you can win 1 of 12 gift certificates from the Chamber for your next visit. Worth \$100 Cdn!

Scan the QR code to take this 5 minute survey.

Thank you and please come again!

For more information on things to see and do, visit ParrySound.ca/explore-play/ or psachamber.ca

What Municipalities Can Do

- Identify tourism-ready assets and gaps
- Support visitor data collection
- Share local priorities and concerns
- Help connect operators, events and community assets
- Think regionally, not only municipally
- Support Indigenous-led, 2SLGBTQI+ and community-led approaches
- Help ensure visitor movement is safe, inclusive and organized



End of the presentation

Thank You

Explorers' Edge



James Murphy CEO & Jennifer Montpetit Director of Strategic Partnerships & Development .



www.explorersedge.ca

